
UNITED WAY OF THE NORTHWEST LOUISIANA

JOB DESCRIPTION

Job Title: Community Engagement Coordinator
Reporting To: Chief Operating Officer
Department: Resource Development and Community Impact
Exempt OR Non-Exempt: Exempt

Overall Purpose of this Role:

This position coordinates, manages and implements United Way of Northwest Louisiana's (UWNWLA) community engagement activities through volunteerism. This includes developing relationships with various community sectors ensuring continuity of relationships while connecting community engagement with the UWNWLA. The position provides volunteer opportunity management and coordination through corporate engagement activities, agency experience tours, and the Volunteer Center/Just Serve. The Community Engagement Coordinator manages the implementation of best practices and guides volunteer activities including Day of Caring, agency volunteer experiences and other community events, such as Fill the Bus, as well as limited Resource Development areas related to fund development.

Required Skills/Qualifications:

- Bachelor's degree from a four year college or university and/or combination of equivalent employment and education experience preferred
- Two or more years' related work experience in nonprofits and/or other cause-related entity
- Successful public speaking, team leadership, and training/facilitation experience
- Experience working with volunteers and event planning
- Proficient with Windows and Microsoft Office Suite and database such as Enterprise
- Creative energy and skills appropriate to a client and donor-centered organization
- Detail-oriented with ability to manage and analyze data
- Effective interpersonal and cognitive skills (written/oral communications, logic, judgment, team work)
- Competence in volunteer management
- Work independently and manage time effectively
- Organized, multi-tasking, results-oriented, and meets deadlines
- Work outside the 8am to 5pm workday, and weekends as required
- Valid driver's license and automobile insurance

Physical Requirements:

This position requires packaging and delivering supplies and participating in presentations as well as off-site events. The following are required, with or without reasonable accommodation:

- Sufficient clarity of speech and hearing allowing for effective communication in person, electronically or by phone
- Sufficient vision to prepare, review, and file a variety of electronic and written documents
- Sufficient personal mobility and manual dexterity which permits operation of a computer, periods of standing, walking, sitting and bending as necessary
- Sufficient ability to lift, carry and/or load up to 50 lbs

Key Accountabilities and Responsibilities:

Volunteer Engagement and Events

- Develops and maintains relationships around volunteerism with school, civic, and faith-based groups
- Develops and maintains relationships with non-profit organizations, focusing on those organizations whose work aligns with UWNWLA's priorities
- Coordinates and supervises volunteers for UWNWLA events, as necessary
- Develops volunteer engagement support tools, services, trainings and orientations
- Leads volunteer and constituent management, volunteer product development, integration, community outreach and collaboration

- Recruits, orients, trains (as necessary), and schedules volunteers
- Works with appropriate departments to produce online, social and print collateral
- Updates and produces weekly/monthly reports on activity and accomplishments
- Coordinates tours and experiences for companies that desire first-hand knowledge of United Way programs
- Coordinates volunteer support systems to ensure a high-quality experience and volunteer retention
- Gathers, maintains and manages a comprehensive constituent database (agencies and volunteers)
- Develops and implements Corporate Engagement opportunities that contributes to the acquisition, cultivation and retention of new company engagement opportunities and acquisition of volunteers
- Creates, develops and manages ongoing communication to volunteers
- Along with other staff and departments, implements volunteer recognition opportunities
- Creates and manages in the solicitation of in-kind donations from corporate and other contacts
- Ensures the Just Serve website is current, and coordinates with agency partners to ensure information is up to date and as comprehensive as possible
- Writes solicitation and acknowledgement letters, meeting memos and general correspondence
- Obtains a knowledge of agencies, offering consultative and support on volunteer engagement
- Organizes and executes outreach and sign up opportunities for Imagination Library
- Assists with any other needs and serves as back up to team members, as requested or directed

Resource Development Activities

- Educates staff, volunteers, and business community about UWNWLA’s annual workplace campaign
- Maintains complete and accurate records on assigned account portfolios and/or donor profiles
- Executes an annual work plan that contributes to the acquisition, cultivation and retention of new companies, individuals, foundations, and organizations
- Plans, organizes, and conducts United Way annual workplace fundraising campaigns, including soliciting gifts from individuals, corporations, foundations and civic organizations
- Coordinates with employee coordinators with support, resources, tasks, scheduling and appreciation
- Assists with the deliveries, tracking, follow-up and pledge collection from companies and donors

Leadership

- Represent UWNWLA professionally and enthusiastically
- Participate and represent UWNWLA as a center of volunteer excellence
- Regularly update knowledge including best practices and factors affecting volunteerism, volunteer/donor relationships, and resource development
- Work effectively with staff and volunteers in spirit of teamwork and passion for UWNWLA’s mission
- Participate in community activities (e.g., fairs, events, panels, and other awareness opportunities)
- Performs other duties as assigned

Performance Measuring:

- Overall volunteer performance and successful engagement activities
- Weekly reporting, campaign and volunteerism reports, event planning and execution
- Number of volunteers engaged in community activities (per event and cumulatively)
- Number of volunteers, companies, and agencies participating in Day of Caring
- Results of Workplace Campaign activities including number of solicitations, presentations, pledge rates, employee participation and employee engagement

Employee’s Signature

Date

Supervisor’s Signature

Date